Permit #F00056343

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00056343 **Type of Permit:** FILMING **Release Date:** 09/21/2012

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC

Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title SEARS

Type of Production Commercial - Standard

Producer Barbara Benson

Director Peter Miller

1st AD Drew Bracken

Production Manager Ted Liotopoulous

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Anthony Roman
Primary Phone Mobile - 310-869-6289
Secondary Phone Office - 310-664-4500

Location Assistant n/a n/a
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$3,328.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $4,038.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00056343
Production Company @RADICAL MEDIA, INC
Insured Company @RADICAL MEDIA, INC
Production Title SEARS

Location Manager Anthony Roman
Primary Phone Mobile - 310-869-6289
Secondary Phone Office - 310-664-4500

Location Address 9301 Tampa Ave, Northridge, CA, 91324

Location Type Mall

Film Dates 9/24/2012 - 9/24/2012 06:00 - 22:00 1 day
9/26/2012 - 9/28/2012 06:00 - 22:00 3 days

Open or Closed to the Public Open

Generic Conditions All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document @Radical.Sears.56343.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	55
Cube Trucks	2
Generator	1
Honey Wagons	1
Motor Homes	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	65
LA City UFSO assigned	29938

Filming Activities Interior and exterior dialogue; Drive ups & away on Property; Holiday decorations and props; Snow effects;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 500 **Grid:** G6

Approvals LOS ANGELES POLICE DEPARTMENT — Ed Padilla
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Jazmyn Davis

Coordinator Note MALL IS OPEN TO THE PUBLIC 1000-2100 HRS

Coordinator Note UFSO required 9/24 0900-2100 hrs, 9/26 0900-2100 hrs, 9/27 0900-2100 hrs, 9/28 0900-2100 hrs per Insp Owens (UFSO hire confirmed by J Davis 9/21)

Coordinator Note Animal pending animal permit

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NO PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Radical Media Inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 9/21/12

Representative's Signature

TRACIE MACHIZUKI

Representative's Name (Please Print)

STAFF PROD SUPER

Representative's Title (Please Print)

Radical - media, Inc

Name of Principal (i.e: company name) (Please Print)

1630 12th STREET

SANTA MONICA, CA 90404

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President